



Brintons

the **self-expression** project

#TheBrintonsSEP

Group I, Photograph

The Self-Expression Project Group 1, Photograph

The Idea:

Self-expression is not lost in the commercial flooring world – especially with custom axminster carpet.

Our designers, each creating from a particular paradigm, have their own style and methods of solving problems that are unique to the individual.

This creative distinction, paired with the Brintons technology and weaving expertise, allows for our team to produce unparalleled solutions reflecting the expressions of the designer – and client.

The Project:

A piece of inspiration, in this case a Gordon Williams photograph, was submitted to a small group of Brintons Americas designers – Amy LaGuire, Paul Andino, and Nona Thornton – with the task to simply respond to it.

Just respond.

Due to the nature of the Brintons weaving capability, our designers have virtually limitless possibilities in terms of scale and repeat size. The creative team also have the freedom of utilizing the Brintons High Definition Weave technology allowing them to get their point across using thirty-two different color channels – the most advanced in the industry.

Designers worked independently for two weeks, convened for university-styled critiques, then fine-tuned their work through the lens of studio culture and peer review.

The Response:

The result – a handful of authentic and artful designs, born directly from the brains of Brintons Americas designers, showing process and highlighting skillful self-expression.

self-expression
is not lost in the commercial flooring world





Nona Thornton, Designer, Brintons Americas:

"Looking back on the process – I was immediately drawn to the material nature of hanging fabric in the photograph, due to my background in studying fibers (Bachelor of Arts in Fibers). I saw the entire piece as a whole and wanted to deconstruct it like a sewing pattern, by concentrating on the areas of light versus shadow in the fabric folds. My process usually starts with one idea I'm striving to achieve and I present 2-3 variations with tiny texture and color tweaks."

1	2	3	4	5	6	7	8	9
29-1329	23-3033	23-4227	20-V33	20-4053	20-4054	40-T6120	L 7 3 2 1	42-T7876
10	11	12	13	14	15	16		
22-4001	28-4019	28-L9681	27-4039	28-1909	28-4031	18-0379		

Design: Q01/A17019ZSE

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Amy LaGuire, Designer, Brintons Americas:

"It is interesting to see how differently everyone digests the same piece of inspiration. Paul completely reduces it [the Gordon Williams image] to simple shapes focusing on the small details of layered textures while Nona is drawn to how the fabric shapes come together; whereas my process is extremely literal. Because of my background in interior design, I tend to look at the inspiration and work backwards with the understanding of what the end manufactured product will be – axminster carpet. The palette was based on the contemporary hospitality-appropriate colors of warm neutrals and blues to keep the design versatile and applicable."

1	2	3	4	5	6	7	8	9
L 7 2 7 0	40-T7858	20-L8712	28-1981	28-1912	28-4057	28-V20	42-T7797	42-T7876
10	11	12	13	14	15	16	17	18
17-0092	17-0171	20-4176	23-3033	23-3713	23-2830	23-3363	23-4152	23-3313

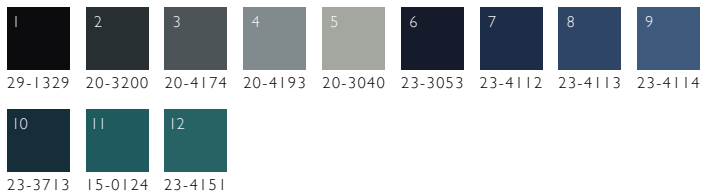
Design: Q01/A15577ZSE

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Paul Andino, Senior Designer, Brintons Americas:

“When presented with this challenge I was excited to say the least! The idea of being inspired by a photo image and designing without losing our own design aesthetic was truly powerful. Brintons clients look for our guidance and design expertise to help bring the spaces at hand to an enjoyable experience. Once we establish that design style and maintain that confidence with the client, the results are a continuous successful relationship. To me, this is what we aim for as carpet designers.”

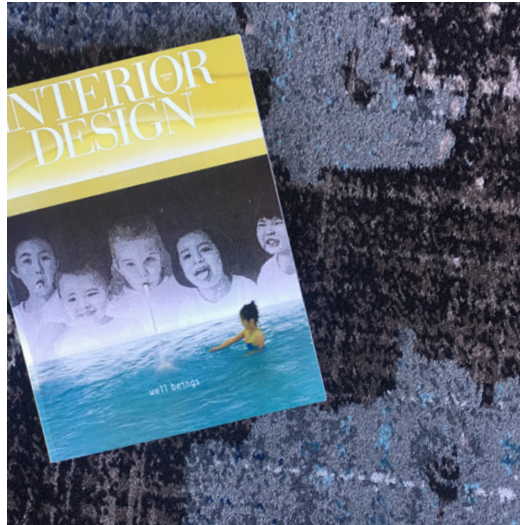


Design: Q01/A14888ZSE

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as featured in Interior Design Magazine:



read about the Self-Expression Project [here](#)



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